

OXFORD CAMBRIDGE AND RSA EXAMINATIONS
Advanced Subsidiary GCE

MEDIA STUDIES

2732

CASE STUDY: Audiences and Institutions

Thursday

8 JUNE 2006

Morning

1 hour

Additional materials:
8 page answer booklet

TIME 1 hour

INSTRUCTIONS TO CANDIDATES

- Write your name, Centre number and candidate number in the spaces provided on the answer booklet.
- **Answer either Section A or Section B only on your chosen topic.**
- You should answer all parts of questions 1 and 2 and **either** question 3 **or** question 4.

INFORMATION FOR CANDIDATES

- The number of marks is given in brackets [] at the end of each question or part question.
- The total number of marks available for this paper is 90.
- The quality of written communication will be taken into account in assessing your work.

This question paper consists of 5 printed pages and 3 blank pages.

Section A: New Media Technologies

Read the passage carefully and answer all parts of questions 1 and 2 which follow.

An extract of text has been removed due to third party copyright restrictions

Details: An extract of text adapted from BBC News Online on 2nd February 2004 about Nokia's idea of 'Visual Radio'

adapted from BBC News online February 2, 2004

Questions 1 and 2a can be answered mainly by reference to the passage and may be answered in note form.

Question 2b requires you to relate your wider knowledge of the topic to the material in the passage.

You will be rewarded for your use of relevant media terminology and for your understanding of the concepts of Audience and Institution in all your answers.

- 1 (a) Name three different media which the passage indicates the Nokia 7700 can handle. [6]
- (b) What is meant in the passage by: ‘uses sound and images to give listeners a real-time guide’? (lines 4–5). [6]
- (c) Identify four new features which the Visual Radio system will allow for audiences. [8]
- 2 (a) In what ways could the Nokia 7700 phone be described as an example of ‘convergence’? [5]
- (b) How far does all new media technology need to be as portable as the Nokia 7700? You should refer to examples from your wider studies in your answer. [20]

Answer either question 3 or question 4.

You should make detailed reference to examples from your case study material to support points made in your answer.

Your answer should be written in continuous prose.

Either

- 3 To what extent are digital technologies beneficial to audiences? [45]

Or

- 4 Discuss the extent to which media industries must introduce new ideas in order to compete. [45]

Section B: Media Ownership

Read the passage carefully and answer all parts of questions 1 and 2 which follow.



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Details: An extract of text adapted from the Emap website about the history of Emap

adapted from the Emap website

Questions 1 and 2a can be answered mainly by reference to the passage and may be answered in note form.

Question 2b requires you to relate your wider knowledge of the topic to the material in the passage.

You will be rewarded for your use of relevant media terminology and for your understanding of the concepts of Audience and Institution in all your answers.

- 1 (a) Name three different media forms in which the passage states Emap has interests. [6]
- (b) What is meant in the passage by 'to create 'must-have' entertainment and information'? (line 2). [6]
- (c) Explain Emap's expansion strategy over recent years. [8]
- 2 (a) In what ways could Emap be seen to be involved in media synergy? [5]
- (b) How far is Emap typical of big media organisations? You should refer to examples from your wider studies in your answer. [20]

Answer either question 3 or question 4.

You should make detailed reference to examples from your case study material to support points made in your answer.

Your answer should be written in continuous prose.

Either

- 3 Why might media owners wish to invest in a range of media? [45]

Or

- 4 Discuss the view that media owners determine audience tastes. [45]

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